

Tenth Girls for Technology Camp at Brose



Coburg (04. August 2011)

Curious to find out more about manual skills and interested in technical professions - these properties characterized the twelve young school girls participating in this year's "Girls for Technology Camp" project week hosted by the Coburg training facilities.

The girls aged 12 to 14 years from secondary schools of the Franconian region took the opportunity to find out more about modern technical professions during the first week of the school holidays from August 1st to 4th, 2011. This was also the tenth year in a row that Brose was the only company in Upper Franconia to participate in the project.

The participants were able to gain an insight into the professions of mechatronics engineer, machine tool technician and technical product designer. Under the guidance of Brose's training instructors and apprentices, the girls produced a metal board game, a seat adjuster that can be used as a cell phone holder and an electrical switch.

"Our objective with this camp initiative is to encourage girls' desire to experiment and to raise their acceptance of technology by providing them with the opportunity to put their theoretical knowledge of math and physics learned at school into practice," Michael Stammberger, head of apprentice training, explains the company's involvement.

On the last day of the project week, the girls proudly presented their workpieces, reporting on their exciting experiences to parents and teachers along with numerous guests from politics, industry and associations.

In his speech, Stammberger pointed out that in times of demographic change, early, close contact with schools is more important than ever in providing young people with career orientation advice. This was confirmed by four young women who decided in favor of an apprenticeship at Brose after taking part in the technology camp and are now working in various technical areas.

The initiative is organized by the "Bildungswerk der Bayerischen Wirtschaft e.V." (Education Center of the Bavarian Industry Association) throughout Bavaria and is promoted by the Bavarian Ministry for Economic Affairs, Infrastructure, Transport and Technology. According to the initiators of the project, "there is already a great demand for skilled staff (specialists and managers alike) in technical professions. The Bavarian metalworking and electrical companies need open-minded, talented junior staff - and girls have great potential."

A total of 15 companies from all regions throughout Bavaria participated in the event this year, which is primarily sponsored by the Employers' Association for the Bavarian Metalworking and Electrical Industries, BayME and VBM.